Long Methodology Disclosure Statement

AustralianSuper Retirement Bucket List Study

Ipsos reference: 26-033482-01
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This disclosure statement complies with the Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	AustralianSuper
F1c.	Name of end client	As above
F1d.	Fieldwork dates	20/05/2026 – 27/05/2026
F1e.	Data collection methodology and (F1f.) split	Online self-completion
F1g.	Target population	Australian adults aged 18+
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	Not applicable

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = 724
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/- 3.6% For information on the Ipsos use of credibility intervals, visit: : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	Age, gender and location (GCCSA) from 2021 ABS Census
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Online panel
**If voting intention is published*		
G2b.	Ability to provide 'undecided' response	Generally yes. See the full question text below.
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item
**This item may not be applicable

The Australian Polling Council Code of Conduct can be found here.

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Full question text (F2e.)

SECTION A: SCREENER QUESTIONS

<ASK ALL>

RESP_GENDER_NONBINARY. Which of the following best describes how you think of yourself?
{SINGLE RESPONSE}

Male	1	CONTINUE ACCORDING TO QUOTA
Female	2	CONTINUE ACCORDING TO QUOTA
Another gender	3	CONTINUE ASSIGN TO GENDER QUOTA AT RANDOM
Prefer not to answer	98	CONTINUE ASSIGN TO GENDER QUOTA AT RANDOM

<ASK ALL>

RESP_AGE. What is your date of birth?

Please select the year and month below.

SHOW YEARS AND MONTHS AS PER STANDARD SCREENING CORTEX | USE STANDARD SCREENER OF RESP_AGE
[TERMINATE IF UNDER 18 YO]

YEAR	**MONTH**

<ASK ALL>

AUSSTDMKSTIZE. Please insert your residential/home postal code.
{SINGLE RESPONSE}
[NUMERIC RESPONSE]

<ASK ALL>

QC1. The following question is to verify that you are a real person.

Please select the image displaying a traffic light
<INSERT IMAGES. IMAGE THAT PASSES IS CODE 4>
SINGLE RESPONSE. **RANDOMISE ORDER OF LIST**. DISPLAY IMAGES AS CODES.

Code 1	1

Code 2	2
Code 3	3
Code 4 <CONTINUE>	4
Code 5	5
Code 6	6
Could not see the images [ANCHOR, ALWAYS SHOW LAST]	7

<ASK ALL>

SQ5. Which of these best describes you?

Please select one only

[SINGLE RESPONSE]

Employed full-time (35 hours or more a week)	1
Employed part-time (less than 35 hours a week)	2
Employed on a casual basis	3
Unemployed but looking for work	4
Retired	5
Semi-retired	7
Studying	6
Other (including volunteering) [SPECIFY]	96
Prefer not to say	98

HSQ5. HIDDEN QUESTION | AUTOCODE RESPONSE BASED ON SQ5 | DO NOT SHOW TO RESPONDENTS

Not retired {AUTOCODE IF SQ5 DOES NOT EQUAL 05 OR 06]	1
Retired {AUTOCODE IF SQ5=05]	2
Semi-retired {AUTOCODE IF SQ5=07]	3

SECTION B: QUALITY OF LIFE & FULFILLMENT

ASK ALL

Q1. Thinking about your **everyday life**, which of the following best describes how you currently feel?

Please select one answer

[SINGLE RESPONSE | REVERSE SCALE FOR 50% OF SAMPLE]

Very fulfilled	01
Somewhat fulfilled	02
Neutral	03
Somewhat unfulfilled	04
Very unfulfilled	05

ASK ALL

Q2. Please choose the top three areas of your life that contribute to you **feeling fulfilled**.

Please select up to three answers only

[MULTIPLE RESPONSE | MAX THREE ANSWERS | ROTATE ORDER OF CODES]

Feeling appreciated or loved	1
Having control over my time and activities	2
Engaging in meaningful activities	3
My work, craft, or studies	4
Material comfort / money / financial resources	5
Pursuing hobbies or personal interests	6
My social life	7
My housing situation or living conditions	8
My physical and mental health	9
My family and close relationships	10
My religious faith or spiritual life	11
Don't know / unsure [ANCHOR | EXCLUSIVE]	99

SECTION C: IMPORTANCE

INTRO | SHOW ON OWN PAGE

This survey explores aspirations people have for their retirement bucket list.

A retirement bucket list is a collection of experiences, activities, or goals you hope to achieve or enjoy once you retire.

We're interested in all the details. Before continuing, take a moment to think about what you're most excited to do in retirement.

ASK ALL

Q3. Below is a list of experiences people may have on their retirement 'bucket list' to make their life in retirement feel exciting, meaningful and well-lived.

Which of these are **important** to have on your retirement 'bucket list'?

Please select all that apply

[MULTIPLE RESPONSE | ROTATE ORDER OF CODES | ANCHOR CODES 96]

Traveling: Exploring new places, cultures, and adventures	1
Hobbies: Engaging in activities like gardening, gaming, arts, crafts, music, writing, hiking, dancing etc	2
Volunteering: Giving back to the community through mentoring, teaching, activism, or other unpaid efforts	3
Learning: Taking classes or learning new skills like a language or musical instrument	4
Staying Active: Taking part in activities like walking, yoga, swimming etc	5
Socialising: Spending more time with family and friends, joining clubs or social groups	6
Relaxation: Taking up meditation, daily reading, or just enjoying leisure	7
Starting a Personal Project: Pursuing a new venture, business, or passion project at a personal pace	8
Spending Time with Family: Engaging in activities with children, grandchildren, and close relatives	9
Other (specify) [ANCHOR | SPECIFY]	96

ASK ALL

Q4. Which of these is the **most important thing** to you for your retirement 'bucket list'?

Please select one only

[SINGLE RESPONSE]

INSERT CODES 1-9 FROM QUESTION Q3 | KEEP CODE LIST THE SAME (EXCEPT DON'T INCLUDE CODE 96) | KEEP THE ORDER THE SAME AS Q3 | ONLY PIPE IN CODES SELECTED AT Q3 | IF ONLY SELECTED ONE CODE BETWEEN THE RANGE OF 1-9 THEN DO NOT ASK INSTEAD AUTOCODE Q4 BASED OFF OF ONE CODE SELECTED | IF ONLY SELECTED CODE 96 (OTHER) AT Q3 THEN AUTOCODE HERE AS CODE 99 "NONE OF THE ABOVE" | DO NOT SHOW CODE 99 "NONE OF THE ABOVE" TO RESPONDENTS.

SECTION D: MOST LIKE TO DO

[ASK IF Q3=1]

Q3A. You mentioned you would like to **travel** in your retirement. Where would you most like to travel to?

Select all that apply

[MULTIPLE RESPONSE | ROTATE WITHIN GROUPS I.E. ROTATE 1-8 AND SEPERATELY ROTATE 9-14]

Within Australia [SUB HEADING WITH DROP DOWN FOR CODES 1-8 | CODES ALWAYS DROPPED DOWN]	
Uluru and central Australia	1
The Great Barrier Reef	2
Bush walking and hiking within Australia	3
Australian city discovery	4
Australian wine regions and food trails	5
Australian coastal destinations and beaches	6
Caravaning/road tripping around Australia	7
Elsewhere around Australia	8
Rest of the world [SUB HEADING WITH DROP DOWN FOR CODES 9-14 | CODES ALWAYS DROPPED DOWN]	
Asia	9
Europe	10
America (USA, South America, Central America, Canada)	11
Middle East	12
Africa	13
Antarctica or the North Pole	14
Other (specify) [ANCHOR | SPECIFY]	96
Don't know / unsure [ANCHOR | EXCLUSIVE]	99

[ASK IF Q3=2]

Q3B. You mentioned you would like to spend time on your **hobbies** in your retirement. What kind of hobbies would you most like to do?

Select all that apply

[MULTIPLE RESPONSE | ROTATE ORDER OF CODES]

Arts & crafts (e.g. painting, pottery, sculpting, jewellery making, scrapbooking)	1
Music & performing arts (e.g. learning an instrument, joining a choir, community theatre, dancing)	2
Gardening & outdoor cultivation (e.g. vegetable gardens, landscaping, bonsai, beekeeping)	3
Technology & digital pursuits (e.g. photography, video editing, blogging, social media)	4
Sports & active recreation (e.g. golf, tennis, cycling, running, swimming, bowling, fishing)	5
Games & mental challenges (e.g. chess, bridge, puzzles, trivia, board games, online gaming, book clubs)	6
Collecting & restoration (e.g. antiques, cars, stamps, coins, furniture restoration, model building)	7
Cooking & culinary arts (e.g. gourmet cooking, baking, wine making, preserving)	8
Hands-on making & DIY (e.g. woodworking, home improvement, sewing, knitting, mechanical projects)	9
Writing & literary pursuits (e.g. memoir writing, poetry, reading clubs, creative writing)	10
Other (specify) [ANCHOR | SPECIFY]	96
Don't know / unsure [ANCHOR | EXCLUSIVE]	99

[ASK IF Q3=4]

Q3C You mentioned you would like to **learn** more in your retirement. What kind of learning would you most like to do?

Select all that apply

[MULTIPLE RESPONSE | ROTATE ORDER OF CODES]

Another language	1
Digital & online skills (e.g. social media, video editing, coding, cybersecurity)	2
University or TAFE study	3
Creative arts (e.g. painting, music, writing, photography, crafts)	4
Science & technology (e.g. astronomy, climate science, new technologies)	5
Philosophy & spirituality (e.g. meditation, world religions, ethics, mindfulness)	6
Australian studies (e.g. Indigenous culture, local history, native plants/animals)	7
Professional development (e.g. coaching, counselling, teaching qualifications)	8
Lifestyle skills (e.g. interior design, fashion, personal styling, cooking/baking)	9
Other (specify) [ANCHOR | SPECIFY]	96
Don't know / unsure [ANCHOR | EXCLUSIVE]	99

[ASK IF Q3=6]

Q3D You mentioned you would like to **socialise** in your retirement. What kind of socialising activity would you most like to do?

Select all that apply

[MULTIPLE RESPONSE | ROTATE ORDER OF CODES]

Coffee & casual catch-ups (e.g. regular coffee dates, brunches, pub lunches, afternoon teas, BBQs)	1
Clubs & interest groups (e.g. book clubs, gardening clubs, car clubs, craft groups, hobby groups)	2
Community & service clubs (Rotary, Lions, Probus, RSL, CWA, Men's Shed, community groups)	3
Games & competitions (e.g. cards, bridge, trivia nights, bingo, chess, mahjong, quiz nights, board games)	4
Travel & day trips (e.g. group tours, bus trips, cruises, caravan clubs, walking groups, sightseeing)	5
Entertainment & culture (e.g. theatre groups, concerts, movies, art galleries)	6
Sport & recreation groups (e.g. golf clubs, bowls clubs, tennis clubs, fishing clubs)	7
Dining & food experiences (e.g. dinner parties, restaurant groups, cooking clubs)	8
Dancing & music (e.g. social dancing, dance classes, choir, bands, karaoke)	9
Online & digital socialising (e.g. Facebook groups, online communities, video calls with family/friends)	10
Other (specify) [ANCHOR | SPECIFY]	96
Don't know / unsure [ANCHOR | EXCLUSIVE]	99

[ASK IF Q3=7]

Q3E You mentioned you would like to **relax** in your retirement. What kind of relaxation would you most like to do?

Select all that apply

[MULTIPLE RESPONSE | ROTATE ORDER OF CODES]

Reading & quiet pursuits (e.g. books, newspapers, magazines, audiobooks)	1
Nature & outdoor relaxation (e.g. beach sitting, garden time, bird watching)	2
Home comforts (e.g. afternoon naps, lounging, TV/streaming, music listening)	3
Spa & wellness (e.g. massages, spa treatments, hot springs, saunas, meditation)	4
Water & beach (e.g. beach walks, ocean swimming, sitting by water)	5
Garden & backyard (e.g. pottering in garden, greenhouse time, outdoor reading)	6
Mindfulness & meditation (e.g. meditation practice, breathing exercises, yoga,)	7
Entertainment & leisure (e.g. movies, concerts, dining, galleries)	8

Travel & scenic (e.g. slow travel, scenic drives, weekend getaways, caravanning)	9
Creative relaxation (e.g. crafts, journaling, photography)	10
Other (specify) [ANCHOR | SPECIFY]	96
Don't know / unsure [ANCHOR | EXCLUSIVE]	99

[ASK IF Q3=8]

Q3F You mentioned you would like to **start a personal project** in your retirement. What kind of personal project would you most like to start?

Select all that apply

[MULTIPLE RESPONSE | ROTATE ORDER OF CODES]

Home renovation & improvement (e.g. house renovations, shed/workshop build, garden makeover)	1
Writing & publishing (e.g. autobiography, novel, local history book)	2
Business or side venture (e.g. consultancy, online store, market stall)	3
Creative & artistic (e.g. art exhibition, music album, craft business, YouTube channel)	4
Vehicle & restoration (e.g. classic car restoration, boat building, motorbike project)	5
Property & building (e.g. build dream home, develop land, tiny house)	6
Community contribution (e.g. start a charity, community garden, local history project)	7
Digital & technology (e.g. website, app development, online course creation)	8
Self-sufficiency & lifestyle (e.g. permaculture garden, solar setup, beekeeping)	9
Other (specify) [ANCHOR | SPECIFY]	96
Don't know / unsure [ANCHOR | EXCLUSIVE]	99

SECTION E: RETIREMENT AGE

<ASK OF NON-RETIREES ONLY I.E. HSQ5=01 'NOT RETIRED'>

Q5. At what age do you plan to retire, considering your current financial and personal circumstances?

Please type your response

[NUMERIC RESPONSE]

<ASK OF RETIREES AND SEMI-RETIREES ONLY I.E. HSQ5=02 'RETIRED' OR HSQ5=03 'SEMI-RETIRED'>

Q6. At what age did you [IF RETIRED SAY 'retire' IF SEMI-RETIRED SAY 'semi-retire']?

Please type your response

[NUMERIC RESPONSE]

SECTION F: BIG OR SMALL

<ASK ALL>

Q7. Thinking about your retirement, what unique, fun, or unconventional things are on your retirement bucket list?

This can be anything, no matter how big or small they may seem.

*Please list **three things.** We would love you to be as specific as possible.*

OPEN ENDED TEXT RESPONSE | INSERT THREE SEPARATE BOXES

<ASK ALL>

Q8. Which of these activities would be on your **retirement bucket list**?

Please select one answer for each.

[MULTIPLE RESPONSE | ROTATE LIST]

		Yes	Maybe	No
01	Ride a helicopter	1	2	3
01	Ride a hot air ballon	1	2	3
02	Cage dive with sharks	1	2	3
03	Run a marathon	1	2	3
04	Write a book	1	2	3
05	Go to a rave/festival	1	2	3
06	Star in a play / TV show / movie	1	2	3
07	Visit all 7 continents	1	2	3
08	Start a community garden	1	2	3
09	Go to Antarctica	1	2	3
10	Swim or snorkel the Great Barrier Reef	1	2	3
11	Learn to DJ	1	2	3
12	Sky dive	1	2	3
13	Do a road trip of Australia	1	2	3
14	Climb a mountain	1	2	3
15	Buy a farm/winery	1	2	3
16	Get a new tattoo	1	2	3
17	Watch the Northern Lights	1	2	3

SECTION G: SUPER INVOLVEMENT

<ASK ALL>

Q9. What will help you most in achieving your retirement bucket list?

Please select all that apply.

[MULTIPLE RESPONSE | ROTATE CODES | ANCHOR CODES 96 AND ABOVE]

Having enough money saved for retirement	1
Staying healthy and active enough to do what I'd like	2
Knowing how to manage my money in retirement	3
Staying connected with friends and family	4
Building skills for new activities	5
Having the time and freedom	6
Other (specify) [ANCHOR | SPECIFY]	96
Don't know / unsure [ANCHOR | EXCLUSIVE]	99

<ONLY ASK IF NOT-RETIRED i.e. HSQ5=1 'NOT-RETIRED'>

Q10_A. How much do you agree or disagree with the following statements about retirement?

Please select one answer for each

[ANSWERS]

Strongly agree	01
Somewhat agree	02
Neither agree nor disagree	03
Somewhat disagree	04
Strongly disagree	05

[STATEMENTS]

Planning for my retirement makes me confident that I can complete my bucket list in retirement	01
Planning for my retirement gives me peace of mind that I will be able to live the life I want in retirement	02
Superannuation makes me feel more prepared for my retirement	03

<ASK OF RETIREES AND SEMI-RETIREES ONLY I.E. HSQ5=02 'RETIRED' OR HSQ5=03 'SEMI-RETIRED'>

Q10_B. How much do you agree or disagree with the following statements about your retirement?

Please select one answer for each

[ANSWERS]

Strongly agree	01
Somewhat agree	02
Neither agree nor disagree	03
Somewhat disagree	04
Strongly disagree	05

[STATEMENTS]

Planning for my retirement makes me confident that I can complete my bucket list in retirement	01
Planning for my retirement gives me peace of mind that I am able to live the life I want in retirement	02
Superannuation made me feel more prepared for my retirement	03

SECTION X: CLOSING DEMOGRAPHICS

<ASK ALL>

D1. What is your approximate annual household income before tax?

That is, the combined income of all members of your household.

Please select one only

[SINGLE RESPONSE]

0 - $19,999	01
$20,000 - $39,999	02
$40,000 - $59,999	03
$60,000 - $79,999	04
$80,000 - $99,999	05
$100,000 - $149,999	06
$150,000 - $199,999	07
$200,000 or more	08
Prefer not to say	98

<ASK ALL>

D2. Which of the following best describes your household?

Please select one only

[SINGLE RESPONSE]

I live with my parent(s)	1
I share a house/apartment with friends/others	2
I live alone	3
I live with my partner	4
I live with my partner and child(ren)	5
I am a single parent and live with my child(ren)	6
Other household type [SPECIFY]	7
Prefer not to say	98

D3. Do you identify as a person of Aboriginal or Torres Strait Islander descent?

Please select one only

[SINGLE RESPONSE]

Yes – Aboriginal only	1
Yes - Torres Strait Islander only	2
Yes – Both Aboriginal and Torres Strait Islander	3
No	4
Prefer not to say	98